Violence and sex on television have continued to become more blatant across the entire spectrum from advertising to network programming. It has an effect on ALL of us, not just children. I would like to see the standards raised—what's wrong with letting us use our imagination instead of seeing blood and gore everywhere! I have the same comment on the sexual content of programs. I fear what we will be seeing if the rules aren't tightened up! Yes, parents should not allow children to view these programs, but do we have to have such violence in the first place!